

1999 Student Satisfaction Inventory

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Background of the Survey

The Student Satisfaction Inventory (SSI) is a survey project conducted by USA Group/Noel-Levitz. The 1999 survey marks the fourth consecutive year of participation by Messiah. A copy of the 1999 survey instrument is included later in this analysis.

The main goal of this survey project is “to measure the strength of student expectations about their college experience, as well as their level of satisfaction with those experiences.” These measurements are taken and ranked in three different areas: (1) Importance score (level of importance to the student); (2) Satisfaction score (level of student satisfaction); and Gap score (difference between Importance score and Satisfaction score). The larger the gap score, the more indication that students’ expectations are not adequately being met. Importance and Satisfaction responses are given on a scale from 1 to 7, with 7 being the best score.

A second goal is to compare these three measurement scores with other comparable institutions to see if there are any noticeable areas of strength or concern.

Analysis of this survey has been broken down into various subsections including such areas as “Academic Advising Effectiveness,” “Campus Climate,” “Instructional Effectiveness” and others.

Conducting the Survey

Under the current schedule, Messiah College has participated annually for the last four years in the SSI study. This year’s survey was conducted during the fall semester. The student sample selection involved 400 students, with survey instruments distributed via work study supervisors for their work study students. The goal of this method was to increase the response rate for this survey. An effort was made to try to maintain relatively equal class representation for all four class levels.

Response Rates

Having individuals reply to survey requests is always a daunting process. This year was no exception. Of the near 400 students surveyed, 136 responded, a response rate of 34%.

Comparison Groups

The SSI study included one comparison group for Messiah. This comparison group included the national group means of all four-year private institutions. A total of 261,934 students are included in the four-year private norms.

Summary

A myriad of issues were addressed through this study. Analysis indicates some noticeable strengths and areas of concern expressed by students.

Messiah students had expectations met or exceeded in a few areas. It should be noted, however, that meeting or exceeding expectations is not equivalent to the student being highly satisfied, just that the area is doing a better job than the student thinks it needs to do. Some areas where expectations were met or exceeded include: (1) variety in intramural activities; (2) helpfulness of the bookstore staff; (3) helpfulness of the student handbook; (4) quality maintenance of the campus; and (5) school spirit as a result of the intercollegiate athletics program. Students indicated a high level of satisfaction with the campus maintenance and the intramural activities.

While certain expectations were met, there were also a few areas of concern expressed by students. Those areas of concern are calculated by a significantly large gap score (i.e., significantly lower satisfaction levels compared to the level of importance). Inadequate financial aid being available to students was the issue of highest concern with a gap score of 2.05. The competency of staff in the health services area was also questioned, where the gap score was 1.80. Messiah women indicated slightly lower satisfaction levels than men. In these two areas, Messiah's gap scores were significantly worse than comparison institutions (Financial Aid - 2.05 vs. 1.73; Health Services Staff - 1.80 vs. 1.08). Also the worthwhileness of paid tuition was a high concern to Messiah students. Other areas of concern included the ability to register for needed classes with few conflicts, and the college billing policy.

Additional summaries of strengths/weaknesses as well as issues of high and low importance and satisfaction can be found on the following pages under "General Summary Analysis."

Demographics

Of the 136 students who participated in this study, 26.9% were men and 73.1% were women. This represents about a 12-13% over-sample of women since our college male/female ratio is 39%/61%.

A relatively accurate ethnic sample completed this year's survey. Below is the ethnic composition of respondents.

Ethnicity/Race	Respondents
African-American	2.3%
American Indian or Alaskan Native	0.0%
Asian or Pacific Islander	3.8%
Caucasian/White	87.2%
Hispanic	0.8%
Other race	1.5%
Prefer not to respond	4.5%

Each of the respondents indicated being enrolled full-time at Messiah, and each also indicated working either full-time or part-time on or off campus. The majority (88.6%) indicated being employed part time on campus.

Effort was made to maintain equal percentages of respondents from each class level. The results of this effort indicate that upperclassmen were more likely to respond to the survey request than underclassmen.

Class Level	Respondents
Freshman	16.4%
Sophomore	24.6%
Junior	27.6%
Senior	31.3%
Other	0.0%

College performance is considered by this study to be an important demographic. As a result, “Current GPA” was requested and reported. Of course, some of the freshmen did not yet earn any credits as of the midpoint of their first fall semester. However, the highest percentage of those responding had a GPA of 3.0 or above.

Current GPA	Respondents
No credits earned	10.6%
1.99 or below	0.0%
2.0 - 2.49	3.0%
2.5 - 2.99	16.7%
3.0 - 3.49	41.7%
3.5 or above	28.0%

Finally, one last demographic, that of the student’s educational goal was asked. While the majority of students indicated their goal was a bachelor’s degree, a large percentage also indicated planning to attain a master’s degree or a doctorate/professional degree.

Educational Goal	Respondents
Associate Degree	0.8%
Bachelor’s Degree	57.5%
Master’s Degree	23.9%
Doctorate or professional degree	14.2%
Certification (initial/renewal)	2.2%
Self-improvement/pleasure	0.0%
Job-related training	0.8%
Other educational goal	0.8%

General Summary Analysis

Analysis of this survey has been broken down into various subsections for more in-depth analysis. A listing of these categories along with scores for each is listed below.

Table 0.1 - Analysis by Categorical Area			
	Importance	Satisfaction	Gap Score
Academic Advising Effectiveness	6.38	5.74	0.64
Campus Climate	6.28	5.45	0.83
Campus Life	5.89	5.40	0.49
Campus Support Services	5.92	5.61	0.31
Concern for the Individual	6.35	5.57	0.78
Instructional Effectiveness	6.43	5.64	0.79
Recruitment and Financial Aid	6.19	5.04	1.15
Registration Effectiveness	6.12	5.04	1.08
Safety and Security	6.20	5.22	0.98
Service Excellence	6.12	5.25	0.87
Student Centeredness	6.35	5.44	0.91

Table 0.2 – Top 10 Areas Where Expectations are Not Being Met						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Adequate financial aid is available for most students	6.56	4.51	2.05	6.40	4.67	1.73
The staff in the health services area are competent	6.24	4.44	1.80	5.81	4.73	1.08
I am able to register for classes I need with few conflicts	6.56	4.83	1.73	6.49	4.93	1.56
Tuition paid is a worthwhile investment	6.62	4.91	1.71	6.47	4.75	1.72
Billing policies are reasonable	6.09	4.49	1.60	6.10	4.50	1.60
Financial aid awards are announced to students in time to be helpful in college planning	6.40	4.98	1.42	6.22	4.70	1.52
The amount of student parking space on campus is adequate	5.58	4.17	1.41	5.91	3.72	2.19
Security staff respond quickly in emergencies	6.52	5.13	1.39	6.22	4.65	1.57
Financial aid counselors are helpful	6.16	4.95	1.21	6.17	4.82	1.35
Faculty are fair and unbiased in their treatment of individual students	6.49	5.29	1.20	6.41	5.08	1.33

Table 0.3 – Top 10 College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
A variety of intramural activities are offered	5.32	5.90	-0.58	4.85	4.82	0.03
Bookstore staff are helpful	5.27	5.51	-0.24	5.74	5.17	0.57
The student handbook provides helpful information about campus life	5.26	5.41	-0.15	5.66	5.15	0.51
On the whole, the campus is well-maintained	6.16	6.26	-0.10	6.20	5.48	0.72
The intercollegiate athletic programs contribute to a strong sense of school spirit	5.23	5.33	-0.10	5.21	4.43	0.78
Library staff are helpful and approachable	5.80	5.89	-0.09	5.86	5.32	0.54
Males and females have equal opportunities to participate in intercollegiate athletics	5.74	5.79	-0.05	5.41	5.11	0.30
Tutoring services are readily available	5.49	5.47	0.02	5.90	5.21	0.69
This institution has a good reputation within the community	6.30	6.14	0.16	6.22	5.65	0.57
This campus provides adequate opportunities for involvement in ministry	6.27	6.08	0.19	n/a	n/a	n/a

Table 0.4 – Top 10 Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The content of the courses within my major is valuable	6.73	5.82	0.91	6.62	5.50	1.12
The instruction in my major field is excellent	6.68	5.63	1.05	6.60	5.45	1.15
The campus is safe and secure for all students	6.63	6.13	0.50	6.44	5.45	0.99
My academic advisor is knowledgeable about requirements in my major	6.62	5.86	0.76	6.47	5.49	0.98
Tuition paid is a worthwhile investment	6.62	4.91	1.71	6.47	4.75	1.72
It is an enjoyable experience to be a student on this campus	6.61	5.95	0.66	6.35	5.26	1.09
Nearly all of the faculty are knowledgeable in their field	6.59	5.99	0.60	6.55	5.74	0.81
The quality of instruction that I receive in most of my classes is excellent	6.58	5.63	0.95	6.54	5.43	1.11
Adequate financial aid is available for most students	6.56	4.51	2.05	6.40	4.67	1.73
I am able to register for classes I need with few conflicts	6.56	4.83	1.73	6.49	4.93	1.56

Table 0.5 – Top 10 Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
On the whole, the campus is well-maintained	6.16	6.26	-0.10	6.20	5.48	0.72
This institution has a good reputation within the community	6.30	6.14	0.16	6.22	5.65	0.57
The campus is safe and secure for all students	6.63	6.13	0.50	6.44	5.45	0.99
This campus provides adequate opportunities for involvement in ministry	6.27	6.08	0.19	n/a	n/a	n/a
I am able to experience intellectual growth here	6.52	6.05	0.47	6.43	5.52	0.91
My academic advisor is approachable	6.54	6.01	0.53	6.40	5.53	0.87
There is a commitment to academic excellence on this campus	6.46	6.01	0.45	6.37	5.43	0.94
Nearly all of the faculty are knowledgeable in their field	6.59	5.99	0.60	6.55	5.74	0.81
It is an enjoyable experience to be a student on this campus	6.61	5.95	0.66	6.35	5.26	1.09
I can easily get involved in campus organizations	6.16	5.93	0.23	5.76	5.21	0.55

Table 0.6 – Top 10 Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The amount of student parking space on campus is adequate	5.58	4.17	1.41	5.91	3.72	2.19
The staff in the health services area are competent	6.24	4.44	1.80	5.81	4.73	1.08
Billing policies are reasonable	6.09	4.49	1.60	6.10	4.50	1.60
Adequate financial aid is available for most students	6.56	4.51	2.05	6.40	4.67	1.73
There are a sufficient number of weekend activities for students	5.82	4.68	1.14	5.44	4.27	1.17
The student center is a comfortable place for students to spend their leisure time	5.52	4.74	0.78	5.70	4.82	0.88
I am able to register for classes I need with few conflicts	6.56	4.83	1.73	6.49	4.93	1.56
Channels for expressing student complaints are readily available	5.96	4.88	1.08	6.01	4.54	1.47
Tuition paid is a worthwhile investment	6.62	4.91	1.71	6.47	4.75	1.72
Administrators are approachable to students	5.79	4.92	0.87	5.88	4.98	0.90

Category 1: Academic Advising Effectiveness

Table 1.1 – Importance vs. Satisfaction			
	Importance	Satisfaction	Gap Score
Messiah	6.38	5.74	0.64
Comparison Group	6.29	5.30	0.99

Academic Advising Effectiveness is seen by Messiah students as the second most important category, behind only Instructional Effectiveness. It is also seen as important to students in our comparison group. Messiah students are generally fairly satisfied with the academic advising, illustrated by the relatively low gap score of 0.64. Messiah students are also slightly more satisfied than comparison group students, whose gap score is 0.99.

Messiah students are most satisfied with the approachableness of their academic advisor. The biggest, but not significant, concern facing these students is whether or not the academic advisor is knowledgeable about requirements in their major.

Table 1.2 – Highest Unmet Expectations						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
My academic advisor is knowledgeable about requirements in my major	6.62	5.86	0.76	6.47	5.49	0.98
My academic advisor helps me set goals to work toward	5.85	5.14	0.71	5.96	4.79	1.17

Table 1.3 – College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
My academic advisor is approachable	6.54	6.01	0.53	6.40	5.53	0.87
Major requirements are clear and reasonable	6.41	5.85	0.56	6.37	5.38	0.99

Table 1.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
My academic advisor is knowledgeable about requirements in my major	6.62	5.86	0.76	6.47	5.49	0.98
My academic advisor is approachable	6.54	6.01	0.53	6.40	5.53	0.87
My academic advisor is concerned about my success as an individual	6.49	5.81	0.68	6.27	5.29	0.98

Table 1.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
My academic advisor is approachable	6.54	6.01	0.53	6.40	5.53	0.87
My academic advisor is knowledgeable about requirements in my major	6.62	5.86	0.76	6.47	5.49	0.98
Major requirements are clear and reasonable	6.41	5.85	0.56	6.37	5.38	0.99

Table 1.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
My academic advisor helps me set goals to work toward	5.85	5.14	0.71	5.96	4.79	1.17

Category 2: Campus Climate

Table 2.1 – Importance vs. Satisfaction			
	Importance	Satisfaction	Gap Score
Messiah	6.28	5.45	0.83
Comparison Group	6.17	5.13	1.04

Campus climate refers to the overall student sense of belonging, reputation and opinions of the college, and student views about different groups of employees.

Messiah students indicate a strong satisfaction in the commitment level of the college to academic excellence. They also feel strongly that the campus is safe and that the Messiah has a good reputation within the community. On the other hand, while Messiah students view the following as important, they are much less satisfied: (1) the worthwhileness of their tuition investment; and (2) the institution showing concern for the students as individuals.

Messiah men and women see equal importance in the issue of “worthwhileness” of their tuition investment. While, on average, they are also equally satisfied, 50% of men gave satisfaction levels of 6 or 7 compared to only 39% of women.

Table 2.2 – Highest Unmet Expectations						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Tuition paid is a worthwhile investment	6.62	4.91	1.71	6.47	4.75	1.72
I seldom get the “run-around” when seeking information on this campus	6.22	5.04	1.18	6.18	4.57	1.61
This institution shows concern for students as individuals	6.46	5.34	1.12	6.34	5.22	1.12
There is a strong commitment to racial harmony on this campus	6.13	5.03	1.10	5.99	5.06	0.93
Channels for expressing student complaints are readily available	5.96	4.88	1.08	6.01	4.54	1.47

Table 2.3 – College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
This institution has a good reputation within the community	6.30	6.14	0.16	6.22	5.65	0.57
There is a commitment to academic excellence	6.46	6.01	0.45	6.37	5.43	0.94
The campus is safe and secure for all students	6.63	6.13	0.50	6.44	5.45	0.99

Table 2.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The campus is safe and secure for all students	6.63	6.13	0.50	6.44	5.45	0.99
Tuition paid is a worthwhile investment	6.62	4.91	1.71	6.47	4.75	1.72
There is a commitment to academic excellence on this campus	6.46	6.01	0.45	6.37	5.43	0.94

Table 2.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
This institution has a good reputation within the community	6.30	6.14	0.16	6.22	5.65	0.57
The campus is safe and secure for all students	6.63	6.13	0.50	6.44	5.45	0.99
There is a commitment to academic excellence on this campus	6.46	6.01	0.45	6.37	5.43	0.94

Table 2.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Channels for expressing student complaints are readily available	5.96	4.88	1.08	6.01	4.54	1.47
Tuition paid is a worthwhile investment	6.62	4.91	1.71	6.47	4.75	1.72
Administrators are approachable to students	5.79	4.92	0.87	5.88	4.98	0.90

Category 3: Campus Life

Table 3.1 – Importance vs. Satisfaction			
	Importance	Satisfaction	Gap Score
Messiah	5.89	5.40	0.49
Comparison Group	5.70	4.73	0.97

A few areas of strength are the variety and gender equality of intramural and intercollegiate athletic activities, a helpful Student Handbook, and the ability to get involved in campus organizations. Women see significantly more importance and more satisfaction in the area of athletic gender equity; they indicate having their expectations met by the college.

Quality living conditions are deemed as very important to Messiah students, much more important than at comparison institutions. At the same time, Messiah students are significantly more satisfied compared to our comparison students. Analyzing Messiah students by class level, satisfaction increases as class level increases from 5.57 for freshmen to 6.00 for seniors.

Table 3.2 – Highest Unmet Expectations						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
There are a sufficient number of weekend activities for students	5.82	4.68	1.14	5.44	4.27	1.17
Student disciplinary procedures are fair	6.25	5.23	1.02	5.98	4.87	1.11
Student activity fees are put to good use	6.03	5.01	1.02	6.01	4.44	1.57

Table 3.3 – College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
A variety of intramural activities are offered	5.32	5.90	-0.58	4.85	4.82	0.03
The student handbook provides helpful information about campus life	5.26	5.41	-0.15	5.66	5.15	0.51
The intercollegiate athletic programs contribute to a strong sense of school spirit	5.23	5.33	-0.10	5.21	4.43	0.78
Males and females have equal opportunities to participate in intercollegiate athletics	5.74	5.79	-0.05	5.41	5.11	0.30
I can easily get involved in campus organizations	6.16	5.93	0.23	5.76	5.21	0.55

Table 3.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Living conditions in the residence halls are comfortable (adequate space, lighting, heat, air, etc.)	6.53	5.79	0.74	6.09	4.41	1.68
Student disciplinary procedures are fair	6.25	5.23	1.02	5.98	4.87	1.11
Residential hall staff are concerned about me as an individual	6.16	5.84	0.32	5.64	4.88	0.76
I can easily get involved in campus organizations	6.16	5.93	0.23	5.76	5.21	0.55

Table 3.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
I can easily get involved in campus organizations	6.16	5.93	0.23	5.76	5.21	0.55
A variety of intramural activities are offered	5.32	5.90	-0.58	4.85	4.82	0.03
Residential hall staff are concerned about me as an individual	6.16	5.84	0.32	5.64	4.88	0.76

Table 3.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
There are a sufficient number of weekend activities for students	5.82	4.68	1.14	5.44	4.27	1.17
The Student Center is a comfortable place for students to spend their leisure time	5.52	4.74	0.78	5.70	4.82	0.88
Student activity fees are put to good use	6.03	5.01	1.02	6.01	4.44	1.57

Category 4: Campus Support Services

Table 4.1 – Importance vs. Satisfaction			
	Importance	Satisfaction	Gap Score
Messiah	5.92	5.61	0.31
Comparison Group	6.03	5.03	1.00

Campus Support Services include the library, along with its resources and staff, computer labs, tutoring and other academic support services, career services, and the bookstore. Messiah students see adequate library resources, quality computer labs and career services as being highly important.

The area where students indicated the most concern is that the “computer labs are adequate and accessible,” although the level of concern is relatively low. In fact Messiah students are typically much more satisfied with the computer labs than students at comparison institutions. Messiah students are least satisfied with academic support and tutoring services and the bookstore staff.

Table 4.2 – Highest Unmet Expectations						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Computer labs are adequate and accessible	6.30	5.53	0.77	6.31	4.80	1.51
Academic support services adequately meet the needs of students	6.01	5.37	0.64	5.97	4.99	0.98
There are adequate services to help me decide upon a career	6.28	5.65	0.63	6.16	4.98	1.18

Table 4.3 – College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Bookstore staff are helpful.	5.27	5.51	-0.24	5.74	5.17	0.57
Library staff are helpful and approachable	5.80	5.89	-0.09	5.86	5.32	0.54
Tutoring services are readily available	5.49	5.47	0.02	5.90	5.21	0.69

Table 4.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Computer labs are adequate and accessible	6.30	5.53	0.77	6.31	4.80	1.51
Library resources and services are adequate	6.30	5.74	0.56	6.25	4.73	1.52
There are adequate services to help me decide upon a career	6.28	5.65	0.63	6.16	4.98	1.18

Table 4.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Library staff are helpful and approachable	5.80	5.89	-0.09	5.86	5.32	0.54
Library resources and services are adequate	6.30	5.74	0.56	6.25	4.73	1.52
There are adequate services to help me decide upon a career	6.28	5.65	0.63	6.16	4.98	1.18

Table 4.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Academic support services adequately meet the needs of students	6.01	5.37	0.64	5.97	4.99	0.98
Tutoring services are readily available	5.49	5.47	0.02	5.90	5.21	0.69
Bookstore staff are helpful.	5.27	5.51	-0.24	5.74	5.17	0.57

Category 5: Concern for the Individual

Table 5.1 – Importance vs. Satisfaction			
	Importance	Satisfaction	Gap Score
Messiah	6.35	5.57	0.78
Comparison Group	6.17	5.14	1.03

Students recognized the College’s concern for them as individuals as very important (the third-highest-important category surveyed). Students were asked to rate the care shown by various constituent groups on campus including faculty, academic advisor, counseling staff, residence hall staff, and the institution as a whole.

The two areas of most concern deal with: (1) The fair and unbiased treatment of individual students by faculty; and (2) The institution as a whole showing concern for students as individuals. One the other hand, residence hall staff and the academic advisor were the individuals with which students were most likely to be satisfied.

Table 5.2 – Highest Unmet Expectations						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Faculty are fair and unbiased in their treatment of individual students	6.49	5.29	1.20	6.41	5.08	1.33
This institution shows concern for students as individuals	6.46	5.34	1.12	6.34	5.22	1.12

Table 5.3 – College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Residence hall staff are concerned about me as an individual	6.16	5.84	0.32	5.64	4.88	0.76

Table 5.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
My academic advisor is concerned about my success as an individual.	6.49	5.81	0.68	6.27	5.29	0.98
Faculty are fair and unbiased in their treatment of individual students	6.49	5.29	1.20	6.41	5.08	1.33
This institution shows concern for students as individuals	6.46	5.34	1.12	6.34	5.22	1.12

Table 5.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Residence hall staff are concerned about me as an individual	6.16	5.84	0.32	5.64	4.88	0.76
My academic advisor is concerned about my success as an individual.	6.49	5.81	0.68	6.27	5.29	0.98
Faculty care about me as an individual	6.42	5.74	0.68	6.25	5.35	0.90

Table 5.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Faculty are fair and unbiased in their treatment of individual students	6.49	5.29	1.20	6.41	5.08	1.33
This institution shows concern for students as individuals	6.46	5.34	1.12	6.34	5.22	1.12
Counseling staff care about students as individuals	6.07	5.37	0.70	5.95	4.93	1.02

Category 6: Instructional Effectiveness

	Importance	Satisfaction	Gap Score
Messiah	6.43	5.64	0.79
Comparison Group	6.35	5.30	1.05

Of primary importance to Messiah students is the effectiveness and quality of instruction in the classroom as well as the emphasis that the institution places on academic excellence.

Messiah students responded favorably to their ability to experience intellectual growth, that the institution has a strong commitment to academic excellence, and the availability of faculty outside of the classroom.

Weaknesses, or concerns, indicated by Messiah students pertained to three areas for faculty. First, students were not satisfied with the “fair and unbiased” treatment of individual students by faculty members. Second, Messiah students felt that they did not receive timely feedback about their progress in a given course. Finally, students had concerns that faculty were not sufficiently taking into consideration individual student differences when teaching a course.

	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Faculty are fair and unbiased in their treatment of individual students	6.49	5.29	1.20	6.41	5.08	1.33
Faculty provide timely feedback about student progress in a course	6.34	5.17	1.17	6.24	5.01	1.23
Faculty take into consideration student differences when teaching a course	6.16	5.02	1.14	6.13	4.88	1.25
The instruction in my major field is excellent	6.68	5.63	1.05	6.60	5.45	1.15

	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
There is a commitment to academic excellence on this campus	6.46	6.01	0.45	6.37	5.43	0.94
I am able to experience intellectual growth here	6.52	6.05	0.47	6.43	5.52	0.91
Faculty are usually available after class and during office hours	6.37	5.89	0.48	6.35	5.56	0.79

Table 6.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The content of the courses within my major is valuable	6.73	5.82	0.91	6.62	5.50	1.12
The instruction in my major field is excellent	6.68	5.63	1.05	6.60	5.45	1.15
Nearly all of the faculty are knowledgeable in their field	6.59	5.99	0.60	6.55	5.74	0.81

Table 6.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
I am able to experience intellectual growth here	6.52	6.05	0.47	6.43	5.52	0.91
There is a commitment to academic excellence on this campus	6.46	6.01	0.45	6.37	5.43	0.94
Nearly all of the faculty are knowledgeable in their field	6.59	5.99	0.60	6.55	5.74	0.81

Table 6.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Faculty take into consideration student differences when teaching a course	6.16	5.02	1.14	6.13	4.88	1.25
Faculty provide timely feedback about student progress in a course	6.34	5.17	1.17	6.24	5.01	1.23
Faculty are fair and unbiased in their treatment of individual students	6.49	5.29	1.20	6.41	5.08	1.33

Category 7: Recruitment and Financial Aid

Table 7.1 – Importance vs. Satisfaction			
	Importance	Satisfaction	Gap Score
Messiah	6.19	5.04	1.15
Comparison Group	6.13	4.86	1.27

While considered important to most students, the satisfaction level in the area of recruitment and financial aid is the lowest of any of the categories studied. Most of this concern falls under the amount and timing of financial aid packages.

Three main areas of concern, which also are the areas of most importance, surface in this area. First and foremost, students are very dissatisfied with the inadequate amount of financial aid available to students (Gap score = 2.05). This dissatisfaction is worse than that of our comparison group (Gap score = 1.73). Second, students feel that the announcement of financial aid awards is not in time to be helpful in college planning. Finally, students at Messiah indicate a level of dissatisfaction with the helpfulness of the financial aid counselors.

The most positive, although not strong strengths, indicated by students at Messiah deal with the admissions staff. Students indicating being moderately satisfied with the knowledge of the admissions staff and the responsiveness of admissions counselors to prospective students needs and requests.

Table 7.2 – Highest Unmet Expectations						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Adequate financial aid is available for most students	6.56	4.51	2.05	6.40	4.67	1.73
Financial aid awards are announced to students in time to be helpful in college planning	6.40	4.98	1.42	6.22	4.70	1.52
Financial aid counselors are helpful	6.16	4.95	1.21	6.17	4.82	1.35

Table 7.3 – College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Admissions counselors respond to prospective students' unique needs and requests	5.73	5.23	0.50	5.90	4.99	0.91
Admissions staff are knowledgeable	6.11	5.47	0.64	6.12	5.15	0.97

Table 7.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Adequate financial aid is available for most students	6.56	4.51	2.05	6.40	4.67	1.73
Financial aid awards are announced to students in time to be helpful in college planning	6.40	4.98	1.42	6.22	4.70	1.52
Financial aid counselors are helpful	6.16	4.95	1.21	6.17	4.82	1.35

Table 7.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Admissions staff are knowledgeable	6.11	5.47	0.64	6.12	5.15	0.97
Admissions counselors respond to prospective students' unique needs and requests	5.73	5.23	0.50	5.90	4.99	0.91

Table 7.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Adequate financial aid is available for most students	6.56	4.51	2.05	6.40	4.67	1.73
Financial aid counselors are helpful	6.16	4.95	1.21	6.17	4.82	1.35
Financial aid awards are announced to students in time to be helpful in college planning	6.40	4.98	1.42	6.22	4.70	1.52

Category 8: Registration Effectiveness

Table 8.1 – Importance vs. Satisfaction			
	Importance	Satisfaction	Gap Score
Messiah	6.12	5.04	1.08
Comparison Group	6.14	4.94	1.20

This section had relatively few questions, but two areas of concern are prevalent. First, Messiah students were less likely to agree that the “billing policies are reasonable.” Also, there was a large concern that students are not able to register for needed classes with few conflicts, an area of great importance.

Each of Messiah’s student classes see this area as having similar importance levels. However, as is commonly expected, underclassmen are less satisfied than upperclassmen with their ability to get into classes, indicated by the following gap scores: Fr - 1.75; So - 1.83; Jr - 1.56; Sr - 1.09.

The only moderately strong area for Messiah pertained to the class change (drop/add) policies being reasonable.

Table 8.2 – Highest Unmet Expectations						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
I am able to register for classes I need with few conflicts	6.56	4.83	1.73	6.49	4.93	1.56
Billing policies are reasonable	6.09	4.49	1.60	6.10	4.50	1.60

Table 8.3 – College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Class change (drop/add) policies are reasonable	5.98	5.51	0.47	6.02	5.17	0.85

Table 8.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
I am able to register for classes I need with few conflicts	6.56	4.83	1.73	6.49	4.93	1.56
The personnel involved in registration are helpful	6.11	5.33	0.78	6.15	5.16	0.99
Billing policies are reasonable	6.09	4.49	1.60	6.10	4.50	1.60

Table 8.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Class change (drop/add) policies are reasonable	5.98	5.51	0.47	6.02	5.17	0.85

Table 8.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Billing policies are reasonable	6.09	4.49	1.60	6.10	4.50	1.60
I am able to register for classes I need with few conflicts	6.56	4.83	1.73	6.49	4.93	1.56

Category 9: Safety and Security

Table 9.1 – Importance vs. Satisfaction			
	Importance	Satisfaction	Gap Score
Messiah	6.20	5.22	0.98
Comparison Group	6.17	4.65	1.52

Issues of safety and security comprised only 4 total questions of the study. At the same time, two potential areas of concern surfaced, one pertaining to the amount of parking space and the other the response time of security staff in emergencies. Messiah students are significantly more satisfied than comparison students with the amount of parking space, however.

Messiah women see the issue of a quick-response security staff as being of higher importance than men (6.60 to 6.29). At the same time, women also are more satisfied with the college security staff's responsiveness (5.29 to 4.84).

Table 9.2 – Highest Unmet Expectations						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The amount of parking space on campus is adequate	5.58	4.17	1.41	5.91	3.72	2.19
Security staff respond quickly in emergencies	6.52	5.13	1.39	6.22	4.65	1.57

Table 9.3 – College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The campus is safe and secure for all students	6.63	6.13	0.50	6.44	5.45	0.99

Table 9.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The campus is safe and secure for all students	6.63	6.13	0.50	6.44	5.45	0.99
Security staff respond quickly in emergencies	6.52	5.13	1.39	6.22	4.65	1.57

Table 9.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The campus is safe and secure for all students	6.63	6.13	0.50	6.44	5.45	0.99

Table 9.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The amount of parking space on campus is adequate	5.58	4.17	1.41	5.91	3.72	2.19

Category 10: Service Excellence

Table 10.1 – Importance vs. Satisfaction			
	Importance	Satisfaction	Gap Score
Messiah	6.12	5.25	0.87
Comparison Group	6.02	4.97	1.05

Somewhat related to “Category 5: Concern for the Individual,” questions in this section attempt to study how helpful and caring various faculty and staff members are to students and how much the students are kept informed about the happenings on campus.

The helpfulness and approachableness of the library staff was applauded as exceeding Messiah students’ expectations, although the satisfaction level is not abnormally high.

At the same time, Messiah students were largely dissatisfied with the competency level of the health services staff, even more dissatisfied than students at comparison institutions. Messiah men and women are equally “under-satisfied” with the competence of the health services staff. Combining importance/expectations, however, women are less likely to be satisfied, illustrated by a larger gap score (0.39 more than men).

Also, students at Messiah indicated that they were not very satisfied with the “run-around” that they sometimes receive when seeking information on campus.

Table 10.2 – Highest Unmet Expectations						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The staff in the health center are competent	6.24	4.44	1.80	5.81	4.73	1.08
I seldom get the “run-around” when seeking information on this campus	6.22	5.04	1.18	6.18	4.57	1.61
Channels for expressing student complaints are readily available	5.96	4.88	1.08	6.01	4.54	1.47

Table 10.3 – College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Library staff are helpful and approachable	5.80	5.89	-0.09	5.86	5.32	0.54

Table 10.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The campus staff are caring and helpful	6.54	5.62	0.92	6.34	5.40	0.94
The staff in the health center are competent	6.24	4.44	1.80	5.81	4.73	1.08
I seldom get the “run-around” when seeking information on this campus	6.22	5.04	1.18	6.18	4.57	1.61

Table 10.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Library staff are helpful and approachable	5.80	5.89	-0.09	5.86	5.32	0.54
The campus staff are caring and helpful	6.54	5.62	0.92	6.34	5.40	0.94

Table 10.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The staff in the health center are competent	6.24	4.44	1.80	5.81	4.73	1.08
Channels for expressing student complaints are readily available	5.96	4.88	1.08	6.01	4.54	1.47
I seldom get the “run-around” when seeking information on this campus	6.22	5.04	1.18	6.18	4.57	1.61

Category 11: Student Centeredness

Table 11.1 – Importance vs. Satisfaction			
	Importance	Satisfaction	Gap Score
Messiah	6.35	5.44	0.81
Comparison Group	6.18	5.23	0.95

“Student Centeredness” refers to how well the student feels he/she fits in to the campus community as well as how good the campus is at caring for the students. In other words, are students the College’s highest priority and is what the college doing making the students feel “at home” at Messiah.

Messiah students saw great importance in the student-centeredness of the college experience. In general there are no significant strengths in this category, although Messiah students, while more satisfied than comparison group students, indicate a large gap (weakness) between their expectation and satisfaction in two areas: (1) The institution shows concern for students as individuals; and (2) Most students feel a sense of belonging here. Also, Messiah students indicate a significantly higher level of importance to having a sense of belonging, and to having an enjoyable experience on campus than comparison group students.

Table 11.2 – Highest Unmet Expectations						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
The institution shows concern for students as individuals	6.46	5.34	1.12	6.34	5.22	1.12
Most students feel a sense of belonging here	6.35	5.34	1.01	5.88	5.13	0.75

Table 11.3 – College Strengths						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
It is an enjoyable experience to be a student on this campus	6.61	5.95	0.66	6.35	5.26	1.09

Table 11.4 – Most Important						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
It is an enjoyable experience to be a student on this campus	6.61	5.95	0.66	6.35	5.26	1.09
The campus staff are caring and helpful	6.54	5.62	0.92	6.34	5.40	0.94
The institution shows concern for students as individuals	6.46	5.34	1.12	6.34	5.22	1.12

Table 11.5 – Most Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
It is an enjoyable experience to be a student on this campus	6.61	5.95	0.66	6.35	5.26	1.09
The campus staff are caring and helpful	6.54	5.62	0.92	6.34	5.40	0.94

Table 11.6 – Least Satisfied						
	Messiah			Comparison Group		
	Imp.	Satis.	Gap	Imp.	Satis.	Gap
Administrators are approachable to students	5.79	4.92	0.87	5.88	4.98	0.90